



Spokane Aquifer Joint Board

Wellhead Implementation Program Manager's Report

March 26, 2015

2015 Education & Awareness Events – Scheduled

- 4/18-19/15 Caring for Creation St. Al's Parish
- 4/18/15 Earth Day – Riverfront Park
- 4/24/15 Chester Elementary Science Fair
- 4/29/15 – Longfellow Elementary Science Night
- 6/1-10/15 Mead 5th Grade Environmental Camp
- 6/6/15 Fire District 9 – Demo Day & Wellness Fair
- 8/22/15 Millwood DAZE



SpokaneWasteDirectory.org



Spokane EnviroStars WasteDirectory

Aquus Duck
Defender of the Aquifer

*Working together to protect the river and aquifer
through pollution prevention.*

Need to Get Rid of Waste?



www.SpokaneWasteDirectory.org

Use your smart phone, table or computer
to connect with vendors, learn about waste
types, discover resources and more.



Scan to view

Proactive Business
Assistance
and
Household
Hazardous Waste
Disposal

2015 Spring
Cleaning Media
Blitz

Spring Cleaning Media Blitz -March 30 – June 21, 2015

Radio Campaign

- KXLY AM 920 (Reach 24,000 ages 35+ ave. 3.1 x/wk)
- KZZU – 92.9 FM (Reach 23,700 ages 35+ ave. 2.7 x/wk)
- KXLY FM – Coyote Country 99.9 (Reach 29,800 ages 35+ ave. 4.3 x/wk)
- Bus Bench Ads – 10 rotating locations - 25% reach of 400,000 residents
- Billboards - 2 rotating locations
- Poster and Bookmark distribution
 - Coffee shops, grocery stores, malls, bulletin boards
 - Neighborhood Councils
- Community Events (See 2012-2014 list of Events)
- Facebook, e-news and digital bulletin boards (2,500 – 10,000 reach)
- KSPS Public TV – 30 spots /month

10 Bus Bench Ad – Installed 3/16/15



Clean-up Time?

Find Disposal & Recycling Options A-Z

Visit: SpokaneWasteDirectory.org

For Businesses and Residents



57th NL 300' w/o Regal
Francis & Whitehouse NEC
Sprague & Thierman NEC
Appleway & Dartmouth SWC
Argonne & Montgomery NEC

Sprague & Evergreen NWC
Appleway & Long NEC
Sullivan & Sullivan Park
Entrance NWC
Indiana NL 200' e/o Pines
1st & Cheney-Spokane Rd

Waste Directory Billboard DRAFTS #1 and #2

got waste? put it in the right place!

www.SpokaneWasteDirectory.org

ENVIROSTARS[™] CERTIFIED  Don't pollute our water, it's beneath you!  SAJB

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ENVIROSTAR CERTIFIED  Don't pollute our water, it's beneath you!  SAJB



New Waste Directory Billboard DRAFT #3



Spokane EnviroStars Certifications and Renewals



- **77 Certified EnviroStars** (Total)
- **7 Renewals and Upgrades in February**
 - 5 Star – Oil Can Henry’s (3 locations)
 - 5 Star – Selkirk Landscape Services
 - 5 Star – Special Mobility Services
 - 5 Star - Swanson’s Refrigeration and Restaurant Repair
 - 5 Star - Tipke Manufacturing
- **1 In Process** – City West Auto Body
- **5 Decertified** – 2 in February
 - Handyman Matters – sold
 - Ace Landscaping - moved - no response to recertification

Month	12/15/14 1/14/15	1/15/15 2/14/15	2/15/15 3/14/15
Sessions	1,963	3,068	2,488
Users	1,605	2,624	2,050
New Visitor	75.60%	81.60%	78.00%
Returning Visitor	24.40%	15.40%	22.00%
Pageviews	6,796	9,989	9,147
Pages/Session	3.46	3.26	3.68
Ave. Duration minutes	1:14	1:15	1:30
BounceRate	27.46%	38.30%	24.60%
peak days	12/19/14 12/22/14 12/31/14 1/7/15 1/12/15	1/20/15 2/12/15	2/17/2015 3/2/2015 3/4/15 3/6/15 3/9/15 3/12/15

3/1/15 Spokane County
billing insert 45,000

3/2-20/ 15 Waste Directory
AD Word Campaign, Poster
and Book Marks to 50+
locations

3/16/15 Bus Bench Ads
10 locations

Dec 20, 2014 - Mar 20, 2015

Audience Overview



All Sessions
100.00%

Overview

Sessions

40

20

January 2015

February 2015

March 2015

Sessions

1,088



Users

882



Pageviews

5,717



Pages / Session

5.25



Avg. Session Duration

00:03:09



Bounce Rate

28.95%

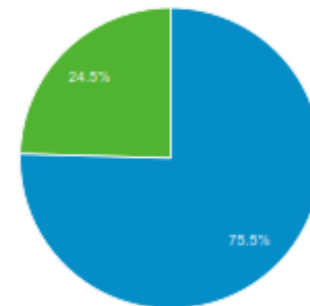


% New Sessions

75.46%



New Visitor Returning Visitor



BASELINE DATA

www.SpokaneWasteDirectory.org

Ave. Sessions 8.8 /day 11.3 /day 14.03 /day

Waste Directory			
Sessions	220	340	421
Users	187	270	355
New Visitor	76.80%	70.60%	76.70%
Returning Visitor	23.20%	29.40%	23.30%
Pageviews	1,152	1,973	2,018
Pages/Session	5.24	5.8	4.79
Ave. Duration minutes	2:41	4.19	2:36
BounceRate	29.09%	23.82%	32.54%
Referral SAJB	12	21	19



Thanks for
Protecting
the Aquifer!